

## I. AMENDMENTS TO THE CLAIMS

1. (Previously cancelled)

2. (Currently amended) For use with the Internet, a system comprising:

A communication network connected to the Internet;

An ad server;

An information provider; and

An advertising display server;

Said ad server, information provider and advertising display server being connected to said communication network;

Said ad server having stored therein, a an Internet visitor's IP address, and other visitor-related information, which is forwarded to said information provider;

Said information provider having stored therein latitude and longitude coordinates of a an Internet visitor's geographical location;

said information provider adds said latitude and longitude coordinates of said visitor to ad impression data, and said Internet visitor's IP address, resulting in enhanced data;

a servlet program on said advertising display server;

said servlet program receiving said enhanced data including ad impressions, IP addresses of internet visitors and geographical data including locations of IP addresses of said internet visitors;

said servelet program separating said enhanced data into site-specific data and advertiser-specific data;

Said advertising display server having stored in two caches, data subsets separated from data collected from said ad server and said information provider, a first of said caches having stored therein a per-advertiser data subset, a second of said caches having stored therein a per-site data subset;

said advertising display server having stored therein a site-viewpoint program and an advertiser-viewpoint program;

said advertiser data subset being fed from said first cache to the advertiser-viewpoint program in response to a request from an advertiser administrator;

said site data subset being fed from said second cache to said site-viewpoint program in response to a request from a site administrator;

said advertiser-viewpoint program and said site-viewpoint program processing a respective data subset to display in real-time on a private web page indicia on a map, said indicia being plotted ~~located~~ on the map ~~according to~~ at respective geographical locations of said IP addresses of Internet visitors.

3. (Previously amended) The system of claim 2 wherein said advertising display server includes a program that feeds said per-site data subset from said second cache to said site-viewpoint program and said per-advertiser data subset from said first cache to said advertiser-viewpoint program.

4. (Currently amended) The system of claim 3 wherein data fed to a site-viewpoint program and an advertiser-viewpoint program includes a mapping component that displays in real-time each Internet visitor's location on a map by plotting indicia at latitude/longitude coordinates on the map.

5. (Original) The system of claim 2 wherein a visual characteristic of an indicium is changed in proportion to the number of Internet visitors from the same geographical location.

6. (Original) The system of claim 5 wherein, said indicium is a spot on the map that varies in at least one of color, size and intensity.

7. (Previously canceled)

8. (Previously amended) A method of processing information by computer over the Internet comprising steps of:

- A. Storing collected data including running totals of performance data, which data includes the price paid by an advertiser for an ad impression;
- B. Separating said collected data, in real time, into two data subsets, a per-advertiser data subset, and a per-site data subset; and
- C. Transferring a data subset via a server to a site-viewpoint program or an advertiser-viewpoint program, which programs process a data subset to display, in real-time on a computer screen, a price histogram of the number of ads served during a selected time interval, at a given price.

9. (Currently amended) The method of claim 8 wherein data transferred to said site-viewpoint program and to said advertiser-viewpoint program includes a mapping component that displays each Internet visitor's location on a map by plotting indicia in real-time at latitude/longitude coordinates on the map.

10. (Previously amended) The method of claim 9 wherein a visual characteristic of an indicium is changed in proportion to the number of Internet visitors from the same geographical location.

11. (Previously amended) The method of claim 10 wherein said indicium is a spot on the map that varies in at least one of color, size and intensity.

12. (Canceled)

13. (Currently amended) For use on an Internet private web page accessible to a user, a method comprising steps of:

- A. Receiving over the Internet user-specific data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet Web page visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;
- Said user-specific data consisting of ad impressions, IP addresses of Internet visitors and geographical data including locations of said IP addresses of said Internet visitors; and,

B. Plotting in real-time indicia representing ad impressions for a site included in said user-specific data on a map on said private web page, said indicia being plotted at respective geographical locations of said IP addresses of said Internet visitors.

14. (Original) The method of claim 13 wherein a visual characteristic of said indicia is changed in proportion to a number of said Internet visitors from the same geographical location.

15. (Original) The method of claim 14 wherein said visual characteristic is at least one of (1) color (2) size and (3) intensity.

16. (Currently amended) A method comprising steps of:

A. Receiving over the Internet enhanced data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;

Said enhanced data consisting of ad impressions, IP addresses of Internet visitors and geographical data including locations of IP addresses of said Internet visitors;

B. Separating user-specific data from said enhanced data ~~into user-specific data~~; and,

C. Transferring said user-specific data and a user-viewpoint program to a private web page accessible to said user;

Said user-viewpoint program plotting in real-time indicia representing ad impressions for a site included in said user-specific data on a map on said private web page, said indicia being plotted at respective geographical locations of said IP addresses of said Internet visitors.

17. (Original) The method of claim 16 wherein a visual characteristic of said indicia is changed in proportion to a number of said Internet visitors from the same geographical location.

18. (Original) The method of claim 17 wherein said visual characteristic is at least one of (1) color (2) size and (3) intensity.

19. (Original) The method of claim 16 wherein said user-specific data are one of a site-specific data or an advertiser-specific data.

20. (Currently amended) The method of claim 16 wherein said user-viewpoint program is one of a site-viewpoint program or an advertiser-viewpoint program.